

press information



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PUBLIC AGENCIES CAN NOW RECYCLE RECHARGEABLE BATTERIES AT NO COST

***The Rechargeable Battery Recycling Corporation will absorb all program costs
previously charged to public agencies***

ATLANTA, GA, January 6, 2003 – The Rechargeable Battery Recycling Corporation (RBRC), a non-profit public service organization dedicated to recycling rechargeable batteries, today announced that any public agency that wishes to participate in its *Charge Up to Recycle!*[®] battery recycling program may do so free of charge beginning in January 2003.

In 2001, RBRC omitted fees associated with its community recycling program. Starting in January 2003, the program will be available at no charge to public agencies as well. This includes federal, state and local governmental agencies, public hospitals, police and fire departments, and military institutions. Since RBRC lifted its participation fees for communities, they have seen an increase in program participation of 21 percent.

"The reaction from the community to providing a free recycling program has been extremely positive. Offering the program free of charge to public agencies is the next step in helping to recycle as many rechargeable batteries as possible," said Ralph Millard, executive vice president, RBRC. "While so many public programs, including those involving recycling, are getting either cut or reduced significantly, the RBRC program is growing and expanding. Even more important – the public does not have to absorb any costs associated with implementing the program."

Highlights of the restructured program include the following:

- RBRC will handle the collection of *all* small portable rechargeable batteries, including Nickel-Cadmium (Ni-Cd), Nickel Metal Hydride (Ni-MH), Lithium Ion (Li-Ion) and Small Sealed Lead (Pb)* rechargeable batteries.

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- RBRC will provide two- or five-box collection kits at no cost– each box holds approximately 40 pounds of rechargeable batteries and is valued at \$50 **
- RBRC will pay for all shipping, materials, processing and recycling costs

Over 700 public agencies in the United States and Canada currently take part in the *Charge Up to Recycle!*® program. These agencies are in addition to the over 30,000 retail locations and over 700 community programs across the U.S. and Canada participating in the RBRC program.

Rechargeable batteries are found in a wide range of portable electronic products, including cellular and cordless phones, two-way radios, camcorders, laptop computers and cordless power tools. Consumers can find the nearest rechargeable battery drop-off location by calling 1-800-8-BATTERY or by going online at www.rbrc.org.

"Our community has been an RBRC battery collection program participant for many years," said Susan Haislip, Director of the Pike County Solid Waste Management District in Indiana. "Since RBRC omitted its fees for community participants last year, we have been able to further expand our program without expending additional resources. RBRC has continued to provide quality service and resources that make facilitating this program simple and effective. More important, our collection volumes have increased."

For more information on implementing a recycling program through a public agency, contact RBRC at 678-419-9990.

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About RBRC

Headquartered in Atlanta, GA, the Rechargeable Battery Recycling Corporation (RBRC) is a nonprofit, public service organization dedicated to rechargeable battery recycling. There are over 30,000 retail and community battery collection locations throughout the U.S. and Canada that participate in RBRC's battery recycling program. RBRC is funded by more than 300 manufacturers and marketers of portable rechargeable batteries and products. RBRC's public education campaign and battery recycling program in the U.S. and Canada – *Charge Up to Recycle!*® – is the result of the rechargeable power industry's commitment to conserve natural resources and prevent rechargeable batteries from entering the solid waste stream. Consumers can find the nearest drop-off location by going online at www.rbrc.org or calling toll free 1-800-8-BATTERY. RBRC was named the 2002 "Environmental Partner of the Year" by The Home Depot.

* weighing less than 2 lbs./1 kg.

** agencies can collect and ship batteries in their own boxes if preferred